# MOST TRUSTED BRANDS
2023

MORNING CONSULT®

Why trust?

Every day, Morning Consult Brand Intelligence, our flagship platform, asks thousands of consumers both in the United States and around the world about thousands of brands: **"How much do you trust this brand to do what is right?"**

We do this because trust — a deep and intangible belief in the perceived virtue of a person, business or organization — is an important metric for institutions seeking success. A foundation of trust is critical for maintaining relationships with consumers, especially when missteps occur. There are many routes to being perceived as trusted, and they tend to vary by industry and demographic.

Trust is hard to earn, but it's resilient: We don't see big changes in the metric from year to year, giving established brands a large leg up on aspiring competition — and that's what makes an appearance on our Most Trusted Brands ranking so coveted.
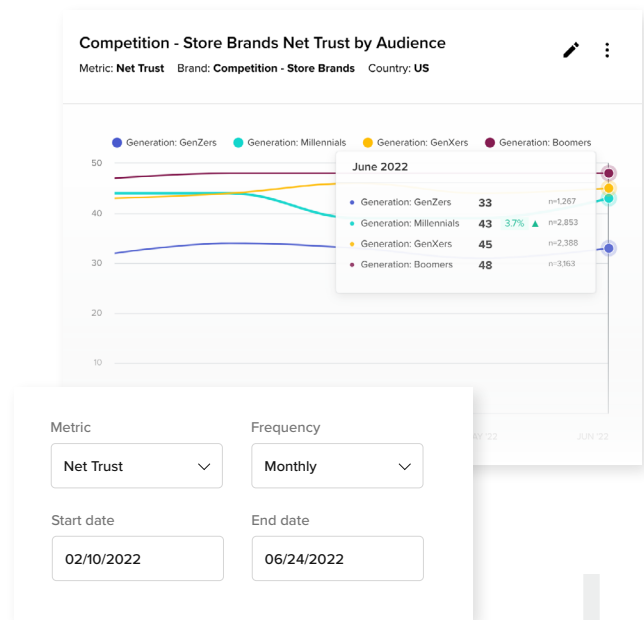
How does trust interact with other key metrics?

We track 10 key brand metrics every day in Morning Consult's Brand Intelligence. Of these metrics, trust and value are the most highly correlated, with a maximum correlation of 0.63. We view these two metrics as crucial building blocks for maintaining a strong reputation with consumers. The other metrics we track are also important for understanding brand perception, but trust is a good place to start.

While metrics such as brand favorability are more volatile, trust is different. That's because it is more of a state of mind for consumers. We see trust gains for brands over long stretches of time, and we typically see trust dips around disreputable news cycles. Often, when brands have a strong foundation of trust, we see trust levels recover even after major scandals.

There's no straight line through the marketing funnel for most consumer-facing brands. The consumer journey is a messy process of jumping back and forth between different stages. But trust is an essential building block to build and maintain along the way.

What's the methodology for Most Trusted Brands?

The data behind Morning Consult's Most Trusted Brands 2023 project was gathered March 3-April 3, 2023. For the 2023 Morning Consult Most Trusted Brands Global Ranking, responses were gathered among 408 to 8,553 adults from each country, with unweighted margins of error of up to +/-5 percentage points. Brands with fewer than 10,000 survey responses since being tracked on MCBI were not included in this analysis. For the United States, brands in the aerospace and defense, chemicals, energy, health, medical devices, military, nonprofit, pharmaceutical and semiconductor sectors were excluded from the analysis; service-based children brands were also excluded.

For the 2023 Morning Consult Most Trusted Brands United States Ranking, responses were gathered among 799 to 8,434 U.S. adults, with unweighted margins of error of up to +/-3 percentage points. Brands in the aerospace and defense, chemicals, energy, health, medical devices, military, nonprofit, pharmaceutical and semiconductor sectors were excluded from the analysis; service-based children brands were also excluded.

Additional methodological details for additional rankings can be found in the Most Trusted Brands 2023 report.

Brand rankings were determined by calculating net trust, or the share of respondents who said they trust each brand to do the right thing "a lot" and "some" minus the share who said "not much" and "not at all."

We rank brands in our Most Trusted Brands project by *net trust* because it tells a more complete story on trust. Just looking at trust doesn't give you the full picture: It removes the — sometimes sizable — share of consumers who *distrust* a brand.

WHAT'S NEXT?

Trust is an incredibly useful metric for helping brands to understand their standing in the marketplace, but it's just the start of understanding a brand's perception and reputation among consumers.

Our custom survey research helps specific brands pinpoint why trust exists or doesn't among their key and target audiences. We move past the broad question of, "Do you trust this brand to do the right thing?" to identify and measure trust drivers and breakers that are unique to industry and brand.

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